



Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Perceptions about The Quality of New Advertisements; Views are Split, 24 % Believe the Quality is Better, 34 % Say it Has Declined, 37 % Say There is No difference: GILANI POLL /GALLUP PAKISTAN

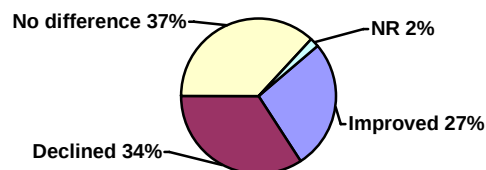
Islamabad, March 31, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, views are split between those Pakistanis who believe that the quality of advertisements in the past ten years has improved (27%), to those who feel it has declined (34%) or that the quality has not changed at all (37%). It is important to note that the popular perceptions may be influenced by nostalgia for the past. Yet it would be useful for the advertising industry to be aware of the popular feedback. The remaining 2% gave no response.

A nationally representative sample of men and women from across the country were asked “*There are several advertisements of various companies shown on television. In your opinion in the past ten years has the quality of advertisements become better, worse, or has remained the same?*” Twenty seven percent (27%) believe the quality has improved, 34% said it has declined, and 37% believe the quality of the advertisements has not changed in the past 10 years. The remaining 2% of the respondents gave no response.

The findings of the survey reveal that a proportionately higher percentage of respondents above the age of 50 (46%) appear to prefer the advertisements shown in the past.

“There are several advertisements of various companies shown on television. In your opinion in the past ten years has the quality of advertisements become better, worse, or has remained the same?”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2789 men and women in rural and urban areas of all four provinces of the country, during March 2010. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

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